

McReady

A Partnership Between
McDonald's Corporation (Tulsa Co-op) and
Tulsa Mayor's Citizen Corps

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Handouts Provided by Tulsa Mayor's Citizen Corps

Background

McDonald's Northeast Oklahoma restaurants, partnered with the Tulsa Mayor's Citizen Corps, sought a way to utilize the power of McDonald's restaurant locations and frequency of reach to educate families about the importance of emergency preparedness. As we like to say, "Communities Grow with McDonald's," and McDonald's partnership with the Tulsa Mayor's Citizen Corps and the Family McReadiness Program illustrates this commitment perfectly.

McDonald's restaurants in Oklahoma make significant contributions to their communities on a daily basis. In 2002 alone, McDonald's Oklahoma Restaurants purchased \$254,000,000 in food and paper purchases from Oklahoma businesses; on average, their annual expenditures on Oklahoma economies contributed \$50.5 million in taxes through the generation of new jobs and additional purchases of goods and services from local businesses. Since 2000, \$61,500 has been raised in Tulsa area restaurants for Ronald McDonald House Children's Charities and their granting programs to Tulsa area children's causes. On a single store basis, McDonald's Restaurants in our local communities consistently support local

schools through McTeacher's Night fundraisers and numerous other programs to improve our local communities.

Program Overview

The Tulsa Mayor's Citizen Corps and McDonald's have partnered to better prepare families in Northeast Oklahoma for potential disasters and emergency situations from tornadoes to terrorism.

In March 2003, McDonald's Restaurants in Northeast Oklahoma approached the Tulsa Mayor's Citizen Corps regarding a potential partnership to support Oklahoma families and the mission of the Tulsa Mayor's Citizen Corps. The result from our initial meeting was McReady, a campaign in three parts that utilized the power of the McDonald's restaurant locations' ability to serve as a neighborhood center and the frequency of customers, to help promote the objectives of the Tulsa Mayor's Citizen Corps and Tulsa Partners, Inc., a non-profit entity that supports emergency preparedness and mitigation work of the Tulsa Project Impact Citizen Corps Council.

Part 1: Neighborhood Kiosks in Tulsa County

It was agreed that McReady should focus on the month of June as "Mayor's Citizen Corps Month" at McDonald's. Seeing the possibilities of reaching thousands of citizens in Northeast Oklahoma using McDonald's

restaurants as neighborhood “centers,” the Tulsa Mayor’s Citizen Corps utilized grant funding and in-kind partnership support to create localized “neighborhood kiosks” for 32 restaurants in Tulsa County. These kiosks provided maps with important information citizens need to know about, including flood plains and tornado paths; family preparedness guides; flood mitigation brochures and other educational information and informational resources. Each restaurant kiosk displayed a localized map designed specifically for each neighborhood to lend greater relevance to the citizens who most often frequent the restaurant. The information at the restaurant kiosks was distributed by approximately 20 Citizen Corps volunteers, and stayed at the restaurants from June 1 through the July 4th weekend. An estimated 10,000 pieces of literature were distributed through the kiosks during this time period.

Part 2: Outreach to Northeastern Oklahoma

“Get a Plan, Get a Kit, Get Involved!” was the underlying theme of the outreach materials. We asked citizens to create an emergency preparedness plan, create a kit for their family to have in the event of an emergency and to get involved in Citizen Corps and other organizations that proactively address emergency preparedness. Using this theme, McDonald’s printed 192,000 trayliners with information promoting

emergency preparedness and providing educational resources. As a follow-up project in September, 500 full color brochures were distributed in each of the 64 Northeast Oklahoma McDonald's Restaurants as well.

Part 3: Support through Tulsa Partners, Inc.

In addition, in honor of Mayor's Citizen Corps Month at McDonald's, McDonald's made a cash donation to the Tulsa Partners, Inc. Flag Day pancake breakfast fundraiser to generate funds for further demonstration projects by Tulsa Mayor's Citizen Corps. Ronald McDonald, Grimace, and the Hamburglar made an appearance at the event and did a show for the kids. McDonald's backpacks for children were provided at the breakfast with coloring books, activities and family emergency preparedness information from a variety of entities. The same backpacks have also been provided to you at this conference.

McDonald's Northeast Oklahoma restaurants invested over \$10,000 in supporting the 2003 partnership efforts. Plans are underway to expand this program statewide in Oklahoma in 170 McDonald's locations serving an estimated 1,000 customers each day.

It would be difficult to measure the educational impact this joint venture has given to our customers in Northeastern Oklahoma. The Tulsa Mayor's Citizen Corps office has reported phone calls coming to their office

in response to the information provided at our restaurants, including requests to speak about Citizen Corps and emergency preparedness in other venues. Local media coverage and the McReady activities being highlighted on the national Citizen Corps website have provided Tulsa Mayor's Citizen Corps with additional name recognition and exposure.

It is McDonald's hope that families in Northeast Oklahoma are better prepared for emergencies as a result of our educational outreach efforts with the Tulsa Mayor's Citizen Corps. This program can be easily duplicated in other areas of the state and United States, provided the funding and/or resources are available for financing the neighborhood kiosks, and we would encourage other Citizen Corps chapters to use the program outline to pursue this opportunity with their local McDonald's Co-op of restaurants.

McDonald's strives to do what is right for our communities and continue to extend our company's socially responsible practices to our local hometown communities. We believe it is in our best interest as a local business to support local families through promoting emergency preparedness education and awareness.

Names and Titles of Partners, Volunteers and Board Members Associated
with the Project:

McDonald's Restaurants (Tulsa Co-op):

Phillip & Tracy Farmer
Herb & Tamara Gilkey
Dan Harmon/Michelle Buckles
Kevin & Tammy Hern
Bill Osterman
Tim Rinker
Tom Rosser
DeWayne & Sherry Sampson
Robert Wagner
Bobby Wagner

McDonald's Corporation:

Jacque Robson

MOROCH (working on behalf of McDonald's):

Emily Voigt

Tulsa Partners:

City of Tulsa
Tulsa Project Impact Citizen Corps Council
Tulsa Mayor's Citizen Corps
AEP/PSO
American Red Cross Tulsa Area Chapter
Citizens Crime Commission
Indian Nations Council of Government
Juanise Weatherman
Tulsa Partners, Inc.